

Before the  
**Communications Commission**  
Washington, D.C. 20554

OCT 6 - 1995

1995  
FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

DOCKET FILE COPY ORIGINAL

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# **PETITION FOR RULE MAKING**

Atlantic Broadcasting Co., Inc. ("Atlantic"), licensee of WWSK(FM), Mullins, South Carolina, by its attorneys, and pursuant to Section 1.420(i) of the Commission's Rules, hereby respectfully requests the Commission to amend Section 73.202(b) of the Rules to (a) delete Channel 296C2 from Mullins, South Carolina; (b) add Channel 296C2 to Little River, South Carolina; and (c) modify the license for WWSK to specify "Little River, South Carolina" as the Station's community of license. In support whereof, the following is shown:

## Background

1. WWSK operates on Channel 296C2 at Mullins, South Carolina.

Atlantic requests the Commission to delete Channel 296C2 from Mullins and to reallocate it to Little River, South Carolina, with a concurrent modification of the license of WWSK to operate on Channel 296C2 at Little River. This change is permissible under Section 1.420(i) of the Rules, which authorizes the Commission

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to modify the license or permit of an FM station to specify a new community of license where the amended allotment would be mutually exclusive with the licensee's present allotment.

2. Two factors must be demonstrated in order to change a station's city of license in a rule making proceeding: (1) the channel changes must be mutually exclusive, and (2) the rule making must not deprive a community of an existing service representing its only local transmission service. The Commission stated that in making the determination of whether to amend the Table of Assignments it would "take into account the totality of the service improvements resulting from a proposed change in community of license in determining whether an allotment proposal should be approved." See, Modification of FM and TV Authorizations (New Community of License), 4 FCC Rcd 4870 [66 RR 2d 877] (1989).

Atlantic's proposal is consistent with the rules and Commission policies, i.e., the channel changes are mutually exclusive, and the rule making will not deprive Mullins of its only local transmission service.

#### **Expression of Continuing Interest**

3. If the Commission allots Channel 296C2 to Little River, Atlantic will promptly file an application for minor change construction permit or new license, as directed by the Commission to operate WWSK at Little River, and upon grant, will promptly make whatever changes are necessary to implement this change.

4. Exhibit 1 is a Technical Exhibit, which is incorporated herein by reference, that provides the Commission with technical information about the proposed Mullins/Little River channel exchange.

### **Mullins, South Carolina**

Exhibit 1 shows that Mullins, South Carolina, had a 1990 population of 5,910. Mullins has two commercial broadcast stations, WJAY(AM) and WWSK(FM). Reallotment of Channel 296C2 to Little River will not deprive Mullins of its only local transmission service since WJAY(AM) will continue to provide service to that community.

### **Little River, South Carolina**

5. Little River is listed by the U.S. Census as a Census Designated Place with a 1990 population of 3,470. (See Exhibit 1 at p. 1.) Little River is an active growing community which would be well served by its own local station. Attached hereto as Exhibit 2 is a letter from Ms. Cathy Altman, Executive Director of the Littler River Chamber of Commerce, wherein she states that Little River "would be serviced well with a broadcast signal," that Atlantic is a well respected company in the area and its efforts to bring an FM station to Little River will be supported by the Chamber of Commerce. Little River is a community with its own post office, ZIP code (29566), Chamber of Commerce, Lion's Club, volunteer fire department, ambulance service, water and sewer company, and community volunteer emergency medical service. Attached hereto as Exhibit 3 are copies of local phone and ZIP code directories which include listings for Little River. Little River has numerous commercial businesses such as: dry cleaner, chiropractic clinic, eye care clinic, veterinary clinic, an inn and golf resort, bowling alley, real

estate brokerage and a Methodist church. Many of these entities have the name "Little River" in their title. In her letter (at Exhibit 2), Ms. Altman of the Chamber of Commerce explains that, while Little River is not incorporated, plans are underway to incorporate. Little River has identifiable boundaries as evidenced by the boundary map, copy of which is attached hereto as Exhibit 4, which was supplied by the Chamber of Commerce. Therefore, Little River possesses the requisite "social, economic and cultural components that are commonly associated with community status." See, FM Table of Allotments (East Hemet, CA), 67 RR 2d 146, 147 (1989). WWSK would bring first local service to Little River, since Little River currently does not have a local station assigned to it. Little River is not located in an Urbanized Area.

#### **Public Interest Considerations**

6. The allocation coordinates specified in this proposal are the downtown reference coordinates for Little River, South Carolina: **North Latitude 33° 52' 42" and West Longitude 78° 36' 36"**. As demonstrated in Exhibit 1, the allocation coordinates specified will meet all spacing requirements to existing or proposed facilities as required by §73.207 of the Commission's rules. Atlantic does not intend to relocate the transmitter site of WWSK. While the traditional prediction methods provided in the Commission's Rules (§73.331347 and §73.333) do not show that the WWSK transmitter site will provide full city grade coverage to Little River, alternative prediction methods, as specified in §73.315, demonstrate

required community coverage<sup>1</sup>.

7. In an application (File No. BMPH-950103IA, as amended) for "one-step" upgrade to modify the license of WWSK (formerly WCIG), Atlantic previously employed this methodology to establish the present transmitter site for the station. A copy of the pertinent portion of the modification application is attached as Exhibit 5 hereto. That application was granted on April 5, 1995. The showing contained in the modification application demonstrates that WWSK provides principal community coverage to Little River and that no site relocation will be required to implement the change proposed herein. Since no site relocation is anticipated, there will be no loss of service to any area and service to Mullins will not be reduced. Because Mullins will continue to receive local service from WJAY(AM), Atlantic's proposal will not deprive Mullins of its only local transmission service.

8. The Commission's priorities for assigning FM allotments are set out in Revision of FM Assignment Policies and Procedures, 90 FCC 2d 88, 92 [51 RR 2d 807] (1982). They are: (1) first aural service, (2) second aural service, (3) first local service, and (4) other public interest matters. Co-equal weight is given to priorities (2) and (3). Here, first local service to Little River is preferred to second local service to Mullins. Thus, there would a preferential arrangement of

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<sup>1</sup> The Technical Exhibit (Exhibit 1) shows there are numerous tower sites in the WWSK "usable area" where a tower site could be located in order to place a full city-grade contour over Little River using the traditional prediction method of contour prediction.

allotments resulting from the allotment of Channel 296C2 to Little River.

WHEREFORE, Atlantic respectfully requests the Commission to amend Section 73.202(b) of the Commission's Rules, as follows:

South Carolina

|              | <u>Present</u> | <u>Proposed</u>   |
|--------------|----------------|-------------------|
| Mullins      | 296C2          | ---- <sup>2</sup> |
| Little River | ----           | 296C2             |

Conclusion

Atlantic requests the Commission to (a) delete Channel 296C2 from Mullins, South Carolina, (b) allot Channel 296C2 to Little River, South Carolina, and (c) modify the license of WWSK to operate on FM Channel 296C2 at Little River, South Carolina. As stated supra, if the FCC modifies the license of WWSK to operate on Channel 296C2 at Little River, Atlantic will timely file an application for minor change construction permit or new license as directed by the Commission to operate WWSK at Little River, and upon grant thereof, Atlantic will make whatever changes are necessary to implement this change.

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<sup>2</sup> Mullins would continue to receive service from WJAY(AM).

Respectfully submitted,

**ATLANTIC BROADCASTING CO., INC.**

By:

A handwritten signature in black ink, appearing to read "Gary S. Smithwick", written over a horizontal line.

Gary S. Smithwick

Shaun A. Maher

Its Attorneys

**SMITHWICK & BELENDIUK, P.C.**

1990 M Street, N.W.

Suite 510

Washington, D.C. 20036

(202) 785-2800

October 6, 1995

WWSK/DLF/PETITION.RM

**EXHIBIT 1**



# GRAHAM BROCK, INC.

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BROADCAST TECHNICAL CONSULTANTS

**PROPOSED RULE MAKING  
ATLANTIC BROADCASTING COMPANY  
WWSK FM RADIO STATION  
296C2 - 107.1 MHZ  
from: MULLINS, SOUTH CAROLINA  
to: LITTLE RIVER, SOUTH CAROLINA  
September 1995**

**TECHNICAL EXHIBIT**

*Copyright 1995*

**PROPOSED RULE MAKING  
ATLANTIC BROADCASTING COMPANY  
WWSK FM RADIO STATION  
296C2 - 107.1 MHZ  
from: MULLINS, SOUTH CAROLINA  
to: LITTLE RIVER, SOUTH CAROLINA  
September 1995**

This Technical Exhibit is prepared on behalf of Atlantic Broadcasting Company ("Atlantic"), licensee of FM Radio Station WWSK, Mullins, South Carolina.<sup>1</sup> Atlantic proposes to change the city of license for WWSK from Mullins to Little River, South Carolina.

Little River presently does not have a locally licensed facility and is listed in the U.S. Census as a Census Designated Place ("CDP") in Horry County with a 1990 population of 3,470 persons. Little River is not located within an Urbanized area. The allotment of Channel 296C2 to Little River is mutually exclusive with Channel 296C2 at Mullins, South Carolina.

Mullins, South Carolina, is an incorporated community in Marion County with a 1990 population of 5,910 persons. Mullins will continue to receive full-time commercial radio service from AM station WJAY. WJAY operates on 1280 kHz, full-time, non-directional with 4.2 kilowatts day and .27 kilowatts night.

In keeping with FCC policy, the allocation coordinates specified in this proposal are the downtown reference coordinates for Little River, South Carolina, North Latitude 33° 52' 42" and West Longitude 78° 36' 36". Exhibit #1 of this proposal is a computer printout demonstrating

1) Former licensee of WWSK was "The Mullins and Marion Broadcasting Company".

the allocation coordinates specified meet all spacing requirements to existing or proposed facilities as required §73.207 of the Commission's rules. Little River would receive city grade service (70 dBu/3.16 mV/m) from a facility constructed at the above noted reference coordinates.

There is an abundance of land area available which would provide the requisite 3.16 mV/m city grade service to Little River. There are numerous tower structures in this "usable area" including the authorized transmitter site for WNMB, North Myrtle Beach, South Carolina, at North Latitude 33° 52' 42", West Longitude 78° 36' 36". Exhibit #2 is a computer printout verifying allocation clearance from the WNMB tower site. Exhibit #3 is a map which details the allocation limitations to Channel 296C2 to Little River and identifies both the Little River reference coordinates and the WNMB tower site.

It is noted that Atlantic has no plans to actually re-locate the operating WWSK facility although this site, under normal FCC prediction methods, does not fully provide city grade service to Little River. In the anticipated application to implement this proposal, Atlantic will utilize alternate prediction methods as specified in §73.315 to demonstrate required city coverage.<sup>2</sup> Since no actual site relocation is anticipated there will, in reality, be no loss of service to any area and service to Mullins will not be reduced. Little River, South Carolina, is a community with its own post office, zip code, Chamber of Commerce, volunteer fire department, ambulance service and community volunteer emergency medical service, among other services.

2) Atlantic has already used this methodology when establishing their present site. In fact the showing already on file at the FCC (BPH-950103IA as amended) demonstrates that no site relocation will actually be required. See Exhibit #5 for reference.

The allotment of Channel 296C2 will be the first locally licensed aural service and will be in the public interest. The allotment may be made without depriving Mullins, South Carolina, of licensed full-time aural service.

Exhibit #4 is a computerized printout of the allocation constraints for WWSK on Channel 296C2 from the present WWSK transmitter site. WWSK presently meets all allocation constraints at the operating location.

This Technical Exhibit was prepared on behalf of Atlantic Broadcasting Company by Graham Brock, Inc., its Technical Consultants. All information contained herein is true and accurate to the best of our belief and knowledge. Should questions arise during consideration of these comments, we would welcome the opportunity to discuss the matter by phone at 912-638-8028. All data relating to authorized, applied for or proposed facilities was extracted from the NTIA database. We assume no liability for omissions or errors in that database.

**PROPOSED RULE MAKING**  
**ATLANTIC BROADCASTING COMPANY**  
**WWSK FM RADIO STATION**  
**296C2 - 107.1 MHZ**  
**from: MULLINS, SOUTH CAROLINA**  
**to: LITTLE RIVER, SOUTH CAROLINA**  
**September 1995**

**EXHIBIT #1**

**Allocation Site Clearance From The**  
**Downtown Little River Reference Coordinates**

| REFERENCE                          | CLASS C2               | DISPLAY DATES   |
|------------------------------------|------------------------|-----------------|
| 33 52 42 N                         |                        | DATA 09-01-95   |
| 78 36 36 W                         | Current rules spacings | SEARCH 09-25-95 |
| ----- CHANNEL 296 -107.1 MHz ----- |                        |                 |

| CALL<br>TYPE  | CH#<br>LAT | CITY<br>LNG                   | STATE<br>PWR | BEAR'<br>HT | D-KM<br>D-Mi | R-KM<br>R-Mi | MARGIN<br>(KM) |
|---|------------|-------------------------------|--------------|-------------|--------------|--------------|----------------|
| -----   |            |                               |              |             |              |              |                |
| WWSK.C  | 296C2      | Mullins                       | SC           | 281.4       | 33.45        | 190.0        | -156.55 *      |
| CP CN   | 33 56 14   | 78 57 53                      | 50.000 kW    | 150M        | 20.8         | 118.1        |                |
|   |            | The Mullins & Marion Broadcas |              |             | BPH950103IA  |              | 961005         |
| >One-Step Application From 296A                     |            |                               |              |             |              |              |                |
| WSFM  | 298C2      | Southport                     | NC           | 72.2        | 63.43        | 58.0         | 5.43           |
| LI CN   | 34 03 02   | 77 57 20                      | 32.000 kW    | 181M        | 39.4         | 36.0         |                |
|   |            | Sea-Comm, Inc.                |              |             | BLH890419KC  |              |                |
| WLGX.C  | 294A       | Carolina Beach                | NC           | 72.2        | 63.43        | 55.0         | 8.43           |
| CP ZCN  | 34 03 02   | 77 57 20                      | 5.600 kW     | 104M        | 39.4         | 34.2         |                |
|   |            | Kenneth R. Noble II           |              |             | BMPH950508ID |              | 960114         |
| WSYN  | 293C2      | Georgetown                    | SC           | 225.1       | 68.99        | 58.0         | 10.99          |
| LI CN   | 33 26 20   | 79 08 11                      | 50.000 kW    | 150M        | 42.9         | 36.0         |                |
|   |            | Sunny Broadcasters, Inc.      |              |             | BLH880726KA  |              |                |
| >FROM CHANNEL 292 PER D86-371-ORG FILE NO. 880107IF |            |                               |              |             |              |              |                |
| WCLNFM  | 297C3      | Clinton                       | NC           | 4.5         | 128.96       | 117.0        | 11.96          |
| LI CN   | 35 02 14   | 78 29 56                      | 13.000 kW    | 138M        | 80.2         | 72.7         |                |
|   |            | Christian Listening Network,  |              |             | BLH940801KE  |              |                |
| WIOZFM  | 295C2      | Southern Pines                | NC           | 330.9       | 162.12       | 130.0        | 32.12          |
| LI CN   | 35 09 04   | 79 28 40                      | 50.000 kW    | 150M        | 100.8        | 80.8         |                |
|   |            | Muirfield Broadcasting, Inc.  |              |             | BLH921028KC  |              |                |
| -----   |            |                               |              |             |              |              |                |

**PROPOSED RULE MAKING  
ATLANTIC BROADCASTING COMPANY  
WWSK FM RADIO STATION  
296C2 - 107.1 MHZ  
from: MULLINS, SOUTH CAROLINA  
to: LITTLE RIVER, SOUTH CAROLINA  
September 1995**

**EXHIBIT #2**

**WNMB Transmitter Site Allocation Clearance**

| REFERENCE                          | CLASS C2               | DISPLAY DATES                                       |
|------------------------------------|------------------------|---|
| 33 51 16 N                         |                        | DATA 09-01-95                                       |
| 78 43 00 W                         | Current rules spacings | SEARCH 09-25-95                                     |
| ----- CHANNEL 296 -107.1 MHz ----- |                        |   |
| CALL<br>TYPE                       | CH#<br>LAT             | CITY<br>LNG   |
|                                    |                        | STATE   |
|                                    |                        | BEAR'<br>HT   |
|                                    |                        | D-KM<br>D-Mi  |
|                                    |                        | R-KM<br>R-Mi  |
|                                    |                        | MARGIN<br>(KM)                                      |
| -----                              |                        |   |
| WWSK.C                             | 296C2                  | Mullins   |
|                                    |                        | SC  |
|                                    |                        | 292.0   |
|                                    |                        | 24.71   |
|                                    |                        | 190.0   |
|                                    |                        | -165.29 *   |
| CP CN                              | 33 56 14               | 78 57 53  |
|                                    |                        | 50.000 kW   |
|                                    |                        | 150M  |
|                                    |                        | 15.4  |
|                                    |                        | 118.1   |
|                                    |                        | The Mullins & Marion Broadcas                       |
|                                    |                        | BPH950103IA   |
|                                    |                        | 961005  |
|                                    |                        | >One-Step Application From 296A                     |
|                                    |                        |   |
| WSYN                               | 293C2                  | Georgetown  |
|                                    |                        | SC  |
|                                    |                        | 220.2   |
|                                    |                        | 60.34   |
|                                    |                        | 58.0  |
|                                    |                        | 2.34 <  |
| LI CN                              | 33 26 20               | 79 08 11  |
|                                    |                        | 50.000 kW   |
|                                    |                        | 150M  |
|                                    |                        | 37.5  |
|                                    |                        | 36.0  |
|                                    |                        | Sunny Broadcasters, Inc.                            |
|                                    |                        | BLH880726KA   |
|                                    |                        | >FROM CHANNEL 292 PER D86-371-ORG FILE NO. 880107IF |
|                                    |                        |   |
| WSFM                               | 298C2                  | Southport   |
|                                    |                        | NC  |
|                                    |                        | 72.5  |
|                                    |                        | 73.64   |
|                                    |                        | 58.0  |
|                                    |                        | 15.64   |
| LI CN                              | 34 03 02               | 77 57 20  |
|                                    |                        | 32.000 kW   |
|                                    |                        | 181M  |
|                                    |                        | 45.8  |
|                                    |                        | 36.0  |
|                                    |                        | Sea-Comm, Inc.                                      |
|                                    |                        | BLH890419KC   |
|                                    |                        |   |
| WCLNFM                             | 297C3                  | Clinton   |
|                                    |                        | NC  |
|                                    |                        | 8.6   |
|                                    |                        | 132.72  |
|                                    |                        | 117.0   |
|                                    |                        | 15.72   |
| LI CN                              | 35 02 14               | 78 29 56  |
|                                    |                        | 13.000 kW   |
|                                    |                        | 138M  |
|                                    |                        | 82.5  |
|                                    |                        | 72.7  |
|                                    |                        | Christian Listening Network,                        |
|                                    |                        | BLH940801KE   |
|                                    |                        |   |
| WLGX.C                             | 294A                   | Carolina Beach                                      |
|                                    |                        | NC  |
|                                    |                        | 72.5  |
|                                    |                        | 73.64   |
|                                    |                        | 55.0  |
|                                    |                        | 18.64   |
| CP ZCN                             | 34 03 02               | 77 57 20  |
|                                    |                        | 5.600 kW  |
|                                    |                        | 104M  |
|                                    |                        | 45.8  |
|                                    |                        | 34.2  |
|                                    |                        | Kenneth R. Noble II                                 |
|                                    |                        | BMPH950508ID  |
|                                    |                        | 960114  |
|                                    |                        |   |
| WIOZFM                             | 295C2                  | Southern Pines                                      |
|                                    |                        | NC  |
|                                    |                        | 334.4   |
|                                    |                        | 159.92  |
|                                    |                        | 130.0   |
|                                    |                        | 29.92   |
| LI CN                              | 35 09 04               | 79 28 40  |
|                                    |                        | 50.000 kW   |
|                                    |                        | 150M  |
|                                    |                        | 99.4  |
|                                    |                        | 80.8  |
|                                    |                        | Muirfield Broadcasting, Inc.                        |
|                                    |                        | BLH921028KC   |
| -----                              |                        |   |



**PROPOSED RULE MAKING**  
**ATLANTIC BROADCASTING COMPANY**  
**WWSK FM RADIO STATION**  
**296C2 - 107.1 MHz**  
**from: MULLINS, SOUTH CAROLINA**  
**to: LITTLE RIVER, SOUTH CAROLINA**  
**September 1995**

**EXHIBIT #4**

**Present Site Allocation Clearance**

| REFERENCE   |                               |                |              |             | DISPLAY DATES   |              |                |
|---|-------------------------------|----------------|--------------|-------------|-----------------|--------------|----------------|
| 33 56 14 N  | CLASS C2                      |                |              |             | DATA 09-01-95   |              |                |
| 78 57 53 W  | Current rules spacings        |                |              |             | SEARCH 09-25-95 |              |                |
| ----- CHANNEL 296 -107.1 MHz -----                  |                               |                |              |             |                 |              |                |
| CALL<br>TYPE  | CH#<br>LAT                    | CITY<br>LNG    | STATE<br>PWR | BEAR'<br>HT | D-KM<br>D-Mi    | R-KM<br>R-Mi | MARGIN<br>(KM) |
| -----   |                               |                |              |             |                 |              |                |
| WWSK.C  | 296C2                         | Mullins        | SC           | 0.0         | 0.00            | 190.0        | -190.00 *      |
| CP CN   | 33 56 14                      | 78 57 53       | 50.000 kW    | 150M        | 0.0             | 118.1        |                |
|   | The Mullins & Marion Broadcas |                |              |             | BPH950103IA     | 961005       |                |
| >One-Step Application From 296A                     |                               |                |              |             |                 |              |                |
| WSYN  | 293C2                         | Georgetown     | SC           | 196.0       | 57.52           | 58.0         | -0.48 *        |
| LI CN   | 33 26 20                      | 79 08 11       | 50.000 kW    | 150M        | 35.8            | 36.0         |                |
|   | Sunny Broadcasters, Inc.      |                |              |             | BLH880726KA     |              |                |
| >FROM CHANNEL 292 PER D86-371-ORG FILE NO. 880107IF |                               |                |              |             |                 |              |                |
| WCLNFM  | 297C3                         | Clinton        | NC           | 19.1        | 129.31          | 117.0        | 12.31          |
| LI CN   | 35 02 14                      | 78 29 56       | 13.000 kW    | 138M        | 80.4            | 72.7         |                |
|   | Christian Listening Network,  |                |              |             | BLH940801KE     |              |                |
| WIOZFM  | 295C2                         | Southern Pines | NC           | 341.0       | 142.65          | 130.0        | 12.65          |
| LI CN   | 35 09 04                      | 79 28 40       | 50.000 kW    | 150M        | 88.7            | 80.8         |                |
|   | Muirfield Broadcasting, Inc.  |                |              |             | BLH921028KC     |              |                |
| WRHM  | 296A                          | Lancaster      | SC           | 300.3       | 193.94          | 166.0        | 27.94          |
| LI ZCN  | 34 48 05                      | 80 47 51       | 3.300 kW     | 133M        | 120.5           | 103.2        |                |
|   | Our Three Sons                |                |              |             | BLH930927KE     |              |                |
| WVSZ.C  | 297A                          | Chesterfield   | SC           | 310.3       | 135.56          | 106.0        | 29.56          |
| CP CN   | 34 43 12                      | 80 05 45       | 3.000 kW     | 100M        | 84.3            | 65.9         |                |
|   | D, D, & D Broadcasters of Che |                |              |             | BPH950207JE     | 951002       |                |
| WSFM  | 298C2                         | Southport      | NC           | 82.0        | 94.08           | 58.0         | 36.08          |
| LI CN   | 34 03 02                      | 77 57 20       | 32.000 kW    | 181M        | 58.5            | 36.0         |                |
|   | Sea-Comm, Inc.                |                |              |             | BLH890419KC     |              |                |
| -----   |                               |                |              |             |                 |              |                |





**AFFIDAVIT AND QUALIFICATIONS OF CONSULTANT**

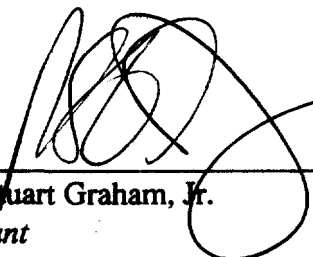
*State of Georgia )*  
*St. Simons Island ) ss:*  
*County of Glynn )*

**R. STUART GRAHAM**, being duly sworn, deposes and says that he is an officer of Graham Brock, Inc. Graham Brock has been engaged by Atlantic Broadcasting Company, licensee of Radio Station WWSK, to prepare the attached Technical Exhibit.


His qualifications are a matter of record before the Federal Communications Commission. He is a graduate of Auburn University and has been active in Broadcast Engineering since 1972.

The attached report was either prepared by him or under his direction and all material and exhibits attached hereto are believed to be true and correct.

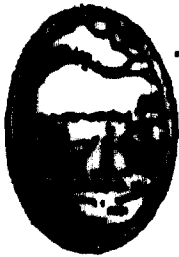
*This the 25th day of September, 1995.*

  
\_\_\_\_\_  
R. Stuart Graham, Jr.  
Affiant

*Sworn to and subscribed before me  
this the 25th day of September, 1995*

  
\_\_\_\_\_  
Notary Public, State of Georgia  
My Commission Expires: September 12, 1999

**EXHIBIT 2**



LITTLE RIVER CHAMBER OF COMMERCE  
P.O. BOX 400  
LITTLE RIVER, SC 29546

(803) 249-8804  
FAX 249-9788

Harold Miller  
WJMX  
PO Box 103000  
Florence, SC 29501

September 19, 1995

Dear Mr. Miller;

Enclosed please find information regarding the area of Little River. Presently, Little River is an unincorporated area, however efforts are underway to incorporate. As you can see from the enclosed information, Little River is an active, and growing community which would be serviced well with a broadcast signal.

Atlantic Broadcasting is a well respected company on the Grand Strand and if your pursuits should enable you to start a new broadcast signal here, the Little River Chamber of Commerce will support your efforts.

Mr. Miller, should you require more information, don't hesitate to call.

Sincerely,

Cathy Altman  
Executive Director

**EXHIBIT 3**



## ZIP Codes

|                   |       |
|-------------------|-------|
| Aytor             | 29511 |
| Calhouns Ferry    | 29544 |
| Garden City Beach | 29576 |
| Green Sea         | 29545 |
| Little River      | 29566 |
| Longs             | 29568 |
| Myrtle Beach      | 29577 |

## Myrtle Beach Street

### Addresses:

|                                   |       |
|-----------------------------------|-------|
| From South End to 62nd Ave. North | 29577 |
| From 62nd Ave North to North End  | 29572 |
| P.O. Boxes                        | 29578 |
| Myrtle Beach AFB Boxes            | 29579 |

## Surfside Beach Street

|  |       |
|--|-------|
| Addresses                                      | 29575 |
| P.O. Boxes                                     | 29587 |
| James Station (Myrtle Beach)                   | 29577 |
| Socastee Branch (Myrtle Beach)                 | 29575 |
| Conway   | 29526 |
| Surfside Beach Branch (Myrtle Beach)           | 29575 |
| North Myrtle Beach                             | 29582 |
| P.O. Boxes 1-1000                              | 29597 |
| P.O. Boxes 1001-3000                           | 29598 |
| Cherry Grove Beach Branch (North Myrtle Beach) | 29582 |
| Murrells Inlet (Georgetown County)             | 29576 |
| Garden City Beach (Murrells Inlet)             | 29576 |

## WEATHER

### Hurricane Safety

Hurricane Watch means a hurricane may threaten an area within 24 hours. Hurricane Watch is a first alert for emergency forces and the general public prospectively threatened areas. When your area is under a Hurricane Watch, should continue normal activities, but stay tuned to radio or television for Weather Service advisories.

Hurricane Warning becomes part of advisories when a hurricane is expected to strike an area within 24 hours. Advisories containing hurricane warnings include an assessment of flood danger in coastal and inland areas, small craft warnings, warnings for the storm's periphery, estimated storm effects and recommended emergency procedures. A hurricane causes sea level to rise above normal heights, with giant wind-driven waves and strong, unpredictable currents. It poses the storm's worst dangers.

Enter the hurricane season (June - November) prepared with inventory of tools, batteries, non-perishable foods, bottled water and other emergency equipment.

### What To Do In A Hurricane Warning

- ✓ Leave low-lying areas.
  - ✓ Moor your boat securely or evacuate it.
  - ✓ Protect your windows with boards, shutters or tape.
  - ✓ Secure outdoor objects or bring them indoors.
  - ✓ Fuel your car.
  - ✓ Save several days' water supply.
  - ✓ Stay at home if it is a sturdy and substantial shelter.
  - ✓ Leave mobile homes for more substantial shelter.
  - ✓ Stay indoors during the hurricane.
  - ✓ Listen for Weather Service hurricane bulletins.
  - ✓ Know the elevation of your property above mean sea level.
  - ✓ Have a safe evacuation route planned.
  - ✓ Learn the storm surge history in your area.
- You will not be asked to leave your home unless your life is seriously threatened. When you receive word to evacuate, GO.*

### What To Do After A Hurricane

- ✓ Seek necessary medical care at Red Cross Disaster stations or hospitals.
- ✓ Stay out of disaster areas. Unless you are qualified to help, your presence might hamper first-aid and rescue work.
- ✓ Drive carefully when travelling along debris-filled streets. Roads may be undermined and may collapse under the weight of a car.
- ✓ Avoid loose or dangling wires.
- ✓ Your power company or the law enforcement officer.
- ✓ Report broken sewer or water mains to the water department.
- ✓ Prevent fires. Low water pressure may make fire fighting difficult.
- ✓ Check refrigerated food for spoilage if power has been off during storm.
- ✓ Remember that hurricanes striking inland can cause severe flooding. Stay away from river

## ACCOMMODATIONS

## SERVICES

## Therapeutic Fishing Fleet

|  |                |
|--|----------------|
| Bay Tree Golf Plantation, Hwy 9, Rd. 2 ..... | (803) 249-1467 |
| Carrington Golf & Entertainment, Inc. ....   | (803) 736-0774 |
| Heathcote Golf Links, 2151 Hwy 17 N .....    | (803) 299-9997 |

## FLUORIDE-RESISTING HET.

|  |              |
|--|--------------|
| Little River Fishing Pier .....        | 903 246-1100 |
| Lucky 7, 1000 Hwy 17 N .....           | 903 246-2792 |
| Pepper Hills Golf & Country Club ..... | 903 290-2100 |
| Wheeler's World, 2225 Hwy 17 .....     | 903 249-0900 |

國家圖書館 藏

|               |               |               |               |               |               |               |               |               |               |               |               |               |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 2001 249-2211 | 2001 249-5110 | 2001 249-1452 | 2001 249-2225 | 2001 249-7888 | 2001 249-7885 | 2001 249-9537 | 2001 249-4824 | 2001 249-3201 | 2001 249-7145 | 2001 249-6900 | 2001 249-1728 | 2001 249-2824 |
| 2001 249-2211 | 2001 249-5110 | 2001 249-1452 | 2001 249-2225 | 2001 249-7888 | 2001 249-7885 | 2001 249-9537 | 2001 249-4824 | 2001 249-3201 | 2001 249-7145 | 2001 249-6900 | 2001 249-1728 | 2001 249-2824 |

**Abstract**

|   |                |
|---|----------------|
| <b>LABORERS</b>                           |                |
| Sequoyia Hardware, Inc. One Mason Village | (802) 249-2013 |
| Boyle Beach North Club, 714 Hwy 17        | (802) 234-2026 |
| <b>STAFF</b>                              |                |

100

**ASSOCIATES & NON-PROFIT MEMBERS**

William Asali  
Joeth Lewis  
Sauri Shabari  
Hony Cultural Arts Council  
Mwaniki's Pictos POA  
Windgemwe Village POA  
Theresa G. Harrison

100

William Auld  
Jedeth Lewis  
Suzett Stueber  
Hony Cultural Arts Council  
Mehmet's Petina POA  
Windrunner Village POA  
Theresa G. Harrison

AREA CODE 803

LIL-LIT 1

|                          |                         |
|--------------------------|-------------------------|
| COLLINS CREEK .....      | 650                     |
| LAKEWOOD .....           | 236, 290                |
| MURFELLS INLET .....     | 357, 65                 |
| MYRTLE BEACH .....       | 238, 444, 448, 449      |
| .....                    | 450, 497, 628, 828, 946 |
| NORTH MYRTLE BEACH ..... | 249, 272, 280, 36       |

LITCHFIELD COUNTRY CLUB-

|  |        |
|--|--------|
| RACQUET CLUB .....   | 448-33 |
| Litchfield Golf & Country Club Inc Hwy 17 N Litchfield ..... | 237-90 |

LITCHFIELD HARDWARE

|   |        |
|---|--------|
| N Litchfield Sch Pavleys Island .....             | 237-20 |
| Litchfield Luxury Theaters                        |        |
| Island Square Mall .....                          | 651-55 |
| Pottery Candles Movie Info .....                  | 236-22 |
| Litchfield Real Estate Hwy 17 N Pawleys Isl ..... | 237-42 |
| Litchfield Charles Dr 1041 37th Av S .....        | 272-87 |
| Litchfield John B Linds 310-57th Av N .....       | 236-43 |
| Litchfield 6310 Colonial Dr .....                 | 449-70 |
| Litchfield Day Care 136 Weeks Dr Socastee .....   | 272-17 |
| Litchfield Day Care 607-17th Av N .....           | 626-73 |
| Litchfield 612-43rd Av S .....                    | 272-18 |

LITTLE CAESARS PIZZA

|  |          |
|--|----------|
| Center South Shop Cntr .....                       | 238-496  |
| 211 Hwy 17 N N Myrtle Bch .....                    | 249-906  |
| Coastal Mall Shopping Center .....                 | 248-750  |
| Little Caesar's Pizza Station In Kmart             |          |
| Atlantic Mall .....                                | 361-106  |
| Little Carl 4102 Schoolhouse Cr .....              | 249-041  |
| Little Carl H Grd Lake Vp .....                    | 651-445  |
| Little Carl S 2108 53rd Av N .....                 | 249-587  |
| Little Claude T 7601 N Ocean Blvd .....            | 497-729  |
| Little Claude W On Side Vg .....                   | 650-534  |
| Little David P 7618 Glenwood Dr .....              | 449-909  |
| Little David F 5601 N Ocean Blvd .....             | 449-517  |
| Little David G Martha 209C 4th Av N .....          | 249-172  |
| Little Douglas K 5511 N Ocean Blvd .....           | 497-825  |
| Little E C 384-76th Av N .....                     | 497-626  |
| Little Edward V 804 Conway St .....                | 272-201  |
| Little Edward V 2700 S Ocean Blvd .....            | 272-167  |
| Little Edwin 1015 Belle Dr Ocean Drive .....       | 272-854  |
| Little Edwin H .....                               | 357-172  |
| Little Horace .....                                | 650-695  |
| Little Jeff's Aluminum Hwy 15 .....                | 626-921  |
| Little Joe Allen & June 4600 Central Pkwy .....    | 497-472  |
| Little Larry & Elotha .....                        | 650-172  |
| Little Mark 4712 Cobblestone Dr .....              | 497-361  |
| Little Maurice H 1110 S Lakeside Dr .....          | 236-206  |
| Little Michael & Maureen .....                     | 272-217  |
| Little Morris Myrtle Beach .....                   | 650-926  |
| Little Norman H 4402 River Rd .....                | 249-451  |
| Little Paula's Cottage 313 Bush Dr My Bch .....    | 236-1915 |
| Little Paul F 1409 Golfview Dr .....               | 249-498  |
| Little Paul's House Outlet Mall II .....           | 236-558  |
| Little River Beauty Salon 1625 San Andres Av ..... | 249-1791 |
| Little River P 1602 Hwy 17 Little River .....      | 249-2636 |
| Little River Chamber Of Commerce                   |          |
| 2229 Hwy 17 N Little River .....                   | 249-6604 |

LITTLE RIVER CHIROPRACTIC CLINIC

|                       |          |
|-----------------------|----------|
| THE 1649 Hwy 17 ..... | 249-4761 |
|-----------------------|----------|

LITTLE RIVER CLEANERS

|   |          |
|---|----------|
| 1670 Hwy 17 .....                         | 249-3559 |
| Little River Custom Golf Inc              |          |
| Executive Plaza Little River .....        | 249-5873 |
| Little River Eye Care 1670 Hwy 17 N ..... | 249-3125 |
| Little River Finance 1670 Hwy 17 N .....  | 249-7557 |
| Little River Fire Dept 4276 Luck Av ..... | 249-9594 |

LITTLE RIVER FISHING FLEET

|   |          |
|---|----------|
| 4495 Mincks Av .....                            | 249-1100 |
| Little River Golf & Health Resort Adm .....     | 249-5488 |
| .....   | 249-4873 |
| Little River Inn Bay Tree Golf Plantation ..... | 200-1715 |

LITTLE RIVER INN AT BAY TREE

|                                  |          |
|----------------------------------|----------|
| 1670 Hwy 17 N Little River ..... | 249-1000 |
|----------------------------------|----------|

AREA CODE 803

|   |          |
|---|----------|
| .....                                       | 249-4804 |
| .....                                       | 249-8353 |
| .....                                       | 249-5885 |
| Little River Beauty 1247 Hwy 17 .....       | 249-7681 |
| Little River Book Shop 1466 Hwy 17 .....    | 249-1448 |
| Little River Traders 1730 Hwy 17 .....      | 249-9990 |
| Little River Traders 1730 Hwy 17 N .....    | 249-9990 |
| Little River Tree Service 1247 Hwy 17 ..... | 249-2885 |
| Little River United Methodist Church        |          |
| 1629 Hwy 17 .....                           | 249-2329 |

LITTLE RIVER VETERINARY CLINIC

|                                |          |
|--------------------------------|----------|
| 1218 Hwy 17 Little River ..... | 249-3421 |
|--------------------------------|----------|

LITTLE RIVER VIDEO

|                   |          |
|-------------------|----------|
| 1670 Hwy 17 ..... | 249-5151 |
|-------------------|----------|

Little River Water & Sewage Co

|  |          |
|--|----------|
| 1578 Hwy 17 Little River .....                   | 249-4025 |
| Little River Water Services 823 Hwy 17 .....     | 249-8548 |
| Little River Laundry Motel Hwy 17 N .....        | 249-7705 |
| Little River R 1516-25th Av N .....              | 249-8439 |
| Little River's Day & Night Care 290 Hwy 17 ..... | 249-8901 |
| Little River 17th Av S Crescent Stn .....        | 272-4729 |
| Little River F 6001 S Kings Hwy .....            | 236-1161 |
| Little River W 6000 N Ocean Blvd .....           | 249-4913 |
| Little River A 5626 Pinckney Av .....            | 249-3061 |
| Little River A 602-27th Av N .....               | 449-7117 |
| Little River J 1301 Pridgen Rd .....             | 626-2199 |
| Little River Briarcliffe Mall .....              | 272-2088 |
| Little River D 4507 W Kingfisher St .....        | 249-5297 |
| Little River Woody 305-35th Av N .....           | 249-3434 |
| Little River Charles H 1810 Hilde Dr S .....     | 361-1074 |
| Little River M Grd City .....                    | 651-7891 |
| Little River Ireland Real My Bch .....           | 249-2863 |
| Little River Robert J 4135 Fairway Dr .....      | 249-7852 |

LITTLES AT THE BEACH RESTAURANT

|   |          |
|---|----------|
| 411 79th Av N .....                             | 449-3678 |
| Little's C Edgar 3701 N Kings Hwy .....         | 449-8678 |
| Little's J D 315-52nd Av N Cherry Grv Sch ..... | 249-4193 |
| Little's Jack & Cherry 705-26th Av S .....      | 272-1888 |
| Little's Robert L 3708 Santee Dr .....          | 651-8440 |
| Little's Robert & Margaret 2706 Grove Ln .....  | 249-4511 |
| Little's Walter J Waterway Mtp .....            | 249-9427 |
| Little's Robert B 9660 Shore Dr .....           | 449-9635 |
| Little's W W 2098 Jacana .....                  | 650-1769 |
| Little's Jack 1237 Shipwatch Way .....          | 626-8287 |

LITUS

|  |          |
|--|----------|
| 1551 21st Av N Myrtle Bch .....        | 449-9000 |
| Litus Fax .....                        | 650-9999 |
| 218 Main St N Myrtle Bch .....         | 249-8000 |
| Litus Fax .....                        | 249-8000 |
| Galleria Shopping Cntr .....           | 497-9000 |
| Litus Fax .....                        | 497-9009 |
| 9306 Hwy 17 Bypass S Garden City ..... | 650-9200 |

|  |          |
|--|----------|
| Litus Fax 218 Main St .....                | 249-3000 |
| Litus-Joe Garrell & Associates Inc         |          |
| 1551-21st Av N .....                       | 626-2222 |
| Litus To Go Galleria Shopping Center ..... | 497-9000 |
| Litus Properties 218 Main St .....         | 249-8000 |
| Litus To Go 218 Main St N Myrtle Bch ..... | 249-8000 |

LITUS TO LET

|  |          |
|--|----------|
| 1551 21st Av N .....                   | 626-9999 |
| Litus Fax .....                        | 626-2222 |
| 218 Main St N My Bch .....             | 249-8000 |
| Litus Fax .....                        | 249-8000 |
| Galleria Shopping Cntr .....           | 497-9000 |
| Litus Fax .....                        | 497-9009 |
| 9306 Hwy 17 Bypass S Garden City ..... | 650-9200 |



**EXHIBIT 4**